



STATE OF DELAWARE
EXECUTIVE DEPARTMENT
OFFICE OF MANAGEMENT AND BUDGET

August 2, 2013

TO: ALL OFFERORS

FROM: PETER KOROLYK
STATE CONTRACT PROCUREMENT SUPERVISOR

SUBJECT: **ADDENDUM TO REQUEST FOR PROPOSAL
CONTRACT NO. OMB13101-VIDEO_PROD
PROFESSIONAL DEVELOPMENT VIDEO PRODUCTION FOR TEACHERS**

ADDENDUM #1

This addendum is provided in response to the vendor questions that have been received for the solicitation to Contract No. OMB13101-VIDEO_PROD.

Question #1 (Q1). What is the expected length of these short videos?

Answer (A). As identified in the scope of work, the expected length is 15 to 25 minutes in duration.

Q2. Will there be any interaction between the instructor and any students.

A. Yes.

Q3. What would be the deliverable media format needed for each video, how would these videos be viewed?
(ex: DVD, mini DV, Quicktime, etc.)

A. As identified in the scope of work, videos will be posted to YouTube and possibly the Lieutenant Governor's website. All delivered media needs to be presented to the State in a commonly used and accessible format which shall be previously authorized by the Lt. Governor's Office.

Q4. How many videos will be needed to complete the video library?

A. As stated in the scope of work, the intent will be to create 10 to 12 videos, although no minimum quantities are guaranteed.

Q5. Is talent needed for these videos or will there be assigned teachers by the agency?

A. As stated in the scope of work, teachers will be assigned by the state's point of contact.

Section number D. Contract Terms and Conditions

Paragraph number 1. General Information; a, Page 12

TEXT: The term of the contract between the successful bidder and the State shall be for one (1) year with two (2) optional extensions for a period of one (1) year for each extension.

Q6. Is this an extension of a previous contract with a vendor?

A. No prior contract exists.

Q7. Is a previous winning bid/proposal available for reference?

A. Since no prior contract exists, there are no bids to be referenced.

Q8. Is there an incumbent for this RFP?

A. No.

Q9. If so, is it possible to view the videos from the previous vendor?

A. There is no incumbent vendor, so no videos exist.

Q10. Or are there any videos of a similar nature that are available to view?

A. No.

Q11. Are there themes and concepts already developed for these videos?

A. As stated in the scope of work, the videos are intended to highlight innovative teaching techniques focused mainly on children with special needs.

Q12. Is the vendor to assist in development?

A. The vendor may offer suggestions as appropriate.

Q13. Do you have a budget or budget range in mind?

A. Yes.

Q14. A number not to exceed?

A. This information is not being disclosed at this time.

Section number 5. General Contract Terms

Paragraph number c. Licenses and Permits

Page 14

TEXT: In performance of the contract, the vendor will be required to comply with all applicable federal, state and local laws, ordinances, codes, and regulations. The cost of permits and other

relevant costs required in the performance of the contract shall be borne by the successful vendor. The vendor shall be properly licensed and authorized to transact business in the State of Delaware as provided in 30 *Del. C.* § 2502.

Prior to receiving an award, the successful vendor shall either furnish the State of Delaware with proof of State of Delaware Business Licensure or initiate the process of application where required. An application may be requested in writing to: Division of Revenue, Carvel State Building, P.O. Box 8750, 820 N. French Street, Wilmington, DE 19899 or by telephone to one of the following numbers: (302) 577-8200—Public Service, (302) 577-8205—Licensing Department.

Q15. Are there any licenses, other than the Delaware Business License, or permits foreseen on this contract?

A. No.

Section number IMPORTANT – PLEASE NOTE:

Attachments 2, 3, 4, 5 and 8 must be included in your proposal

Attachment 8 – Employing Delawareans Report

Paragraph number 1

TEXT: Attachments 8 represent required reporting on the part of awarded vendors. Those bidders receiving an award will be provided with active spreadsheets for reporting.

Q16. Attachment 8 is required reporting for the awarded vendor. Is the vendor also required to fill out Attachment 8 in the RFP using an estimate of the number of Delaware residents the vendor plans on using?

A. The statement is incorrect as stated, and shall be corrected to read, “Attachment 7 is required reporting for the awarded vendor.” Attachment 7 refers to subcontractor information, and is required by Executive Order. If no subcontractors are employed, then the report would be listed as “no activity”. Subcontractors will not include teachers or students, only personnel responsible to the awarded contractor.

As a further clarification, Attachment 8 is a required submission with a bid package. The Employing Delawareans page shall only represent the bidder’s employees and not employees of the State.

Video Production Services

Paragraph 1, Page 32

TEXT: OMB seeks a video production partner that will produce a condensed video library that will serve as a professional development tool for educators and leaders across the state. The video production company must be able to start no earlier than October 1, 2013 or when a contract is fully executed, whichever is later.

Q17. Will the vendor, in conjunction with your video personnel staff, create a schedule and timeline for each video product?

A. Scheduling will be coordinated with the state’s contract representative(s).

Q18. Who is responsible for scheduling and coordinating the shooting schedule?

- A. As identified, scheduling will be coordinated between the vendor and the state's contract representative(s).

Q19. How many planning days do you anticipate?

- A. Unknown at this time.

Q20. Will there be required meetings?

- A. Unknown at this time.

Section: VIDEO PRODUCTION SERVICES

Paragraph 4, page 32, 33

TEXT: The vendor will acknowledge the locations and educators that have been identified for each video since the Lieutenant Governor's office will identify the teachers and subject matter to be filmed, and the locations where filming will occur. All filming will occur within or on the grounds of educational or healthcare facilities located within the State of Delaware, and will not be limited to one location.

Q21. How many locations are foreseen?

- A. Approximately 6 to 12 locations.

Q22. How many on-location production days do you anticipate?

- A. One (1) to two (2) days per site location.

Q23. How many days do you anticipate filming at each location?

- A. One (1) to two (2) days per site location.

Q24. In order to maximize our time on location, how much control of the environment and of the on-camera personnel will we have during the on-location shoot days?

- A. Moderate control – enough to direct the people appearing on camera. The environment could be an active classroom setting, so things out of your control should be considered,

Q25. Will the on-location videotaping be done in an active school setting?

- A. Some, yes.

Q26. How much time do you anticipate the educators and students will have for the on-camera?

- A. Approximately 2 hours, but exact times are unknown.

Q27. How many shoot days do you envision?

- A. Approximately 6 to 12 filming days are anticipated.

Q28. Will we be able to shoot footage for multiple videos at the same location?

A. Unknown but possibly.

Q29. Will the on-location shoots be done over consecutive days or a day here and a day there?

A. Day here and there filming is likely, but unknown at this time.

Q30. Will the videotaping be done during the week? Weekends?

A. During the week. No weekends are planned.

Q31. Can you give us a general idea of what type of work the educators will perform with the students?

A. Instruction and engagement of the target students.

Q32. Are we able to direct the subjects the day of the shoot or is this more documentary style where we follow the action?

A. Some direction will be possible, but the intended direction is to present as more documentary in style.

Q33. Do you anticipate using a 3 person crew (producer, camera person, sound person)?

A. The vendor will determine the staff required for their needs.

Q34. In general, will the on-location shoots be a full day (8 hours) of filming?

A. Unknown as it will depend on the vendor as much as the subjects being filmed.

Q35. Will a make-up person be required for those people appearing on camera?

A. No

Q36. How many educators and children do you anticipate will appear in each video?

A. Between one (1) and four (4) educators and 8 to 12 children.

Section: VIDEO PRODUCTION SERVICES

Paragraph 5a, Page 33

TEXT: 5. The designated production assistant shall:

a. Prepare and review with selected educators the identified lesson plans;

Q37. How many planning days and meeting days do you anticipate?

A. No more than two (2) planning and meeting days are anticipated.

Q38. Are face to face meetings a requirement or will phone conferences and email suffice?

A. One (1) face-to-face meeting and the rest by phone or email.

Section: VIDEO PRODUCTION SERVICES

Paragraph 5b, Page 33

TEXT: b. Provide content and instructional vision, including script assistance where necessary, for all videos;

Q39. Is the vendor or the educators and leaders to provide content and instructional vision?

- A. The educators and leaders are to provide the vision and the vendor will may suggest ways to highlight the lessons and instruction being taught.

Section: VIDEO PRODUCTION SERVICES

Paragraph 5c, Page 33

TEXT: c. Provide scripts for film participants where applicable;

Q40. Do you require a scriptwriter to work in conjunction with your video project staff?

- A. Scripts are not required, but the vendor may offer suggestions to improve content.

Q41. Is any research required on the part of the contractor?

- A. Nothing is being required by the State.

Q42. Is the script to be written before the on-location shooting takes place?

- A. As previously stated scripts are not required. Any suggested scripts or improvements to the filming can be made on an ad-hoc basis.

Q43. Who will be responsible for choosing the sound bites to be used in the video?

- A. The production company with assistance from the Lt. Governor's office.

Q44. If you are to select the bites, do you anticipate receiving a DVD with burned in time code?

- A. Yes.

Q45. Who will be responsible for writing the final script incorporating the on-camera sound bites?

- A. The vendor is responsible for presenting the final transcription of the video that has been produced.

Q46. Can you describe the script approval process?

- A. Since there is no formal requirement for a script, there is no script approval process. Should the vendor offer a script in advance of shooting, it shall be presented to the state's contract representative(s).

Section: VIDEO PRODUCTION SERVICES

Paragraph 5e, Page 33

TEXT: e. Prepare students through a brief in-person training or video tutorial how to behave during filming;

Q47. Do you anticipate a brief in-person training session the day of the video shoot?

- A. It is anticipated that the awarded vendor will provide a short introduction to all participants being filmed.

Q48. Is a video tutorial preferred over an in-person training?

- A. The vendor may offer a video tutorial instead of an in-person training, but should be prepared to answer any individual questions.

Section: VIDEO PRODUCTION SERVICES

Paragraph 6 & 7, Page 33

TEXT: 6. Manage all activities relating to, and enforce 100% compliance with, all participating adults and students completing appropriate media releases (the form of which are subject to Lieutenant Governor's office prior review and approval), and submitting releases to the Lieutenant Governor's office prior to any scheduled video filming;

Q49. Will you provide the media releases?

- A. The Lt. Governor's office will produce and distribute any media releases related to this project. However, any releases for the appearance/filming of teachers and students will be provided by the vendor.

Q50. What are the ages of the children to be in the videos?

- A. Ages vary from 4 to 21 years of age.

Q51. Are children under 18 years old expected to be in the video? Do they require parental permission?

- A. Yes and yes.

7. Prepare schools and classrooms for filming (including teachers and students) so shoots occur on schedule, and all staff and students have a chance to adequately prepare so they are relaxed when in front of the camera. Such preparations may include, but are not limited to: scout the location prior to the day of filming in order to establish the best filming location(s) and assess potential problems (e.g., loud equipment, lighting of rooms); advise on appropriate clothing and/or provide back-up options; alter the physical environment of the classroom (e.g., move desks, address lighting issues); conduct a dry-run and/or rehearse the lesson with the teacher and/or students.

Q52. Can the dry-run lesson be conducted the day of the on-location shoot?

- A. Yes.

Q53. How many days should be allotted for scouting?

- A. Three (3).

Q54. How many days should be allotted for on-location shooting?

A. Two (2) per video.

Section: VIDEO PRODUCTION SERVICES

Paragraph 9, Page 33

TEXT: 9. Provide the Lieutenant Governor's office with unedited raw footage and rough cuts of all filming sessions for the Lieutenant Governor's office to save, review and otherwise use without limitation at any point during and after fulfillment of the contract.

Q55. The vendor will be using the footage to create the video, but once the video is completed the raw video is available. Can the raw footage, etc. be delivered after the video is completed?

A. Yes.

Section: VIDEO PRODUCTION SERVICES

Paragraph 10, Page 33

TEXT 10. Provide transcripts/notes of capture footage;

Q56. Do you mean logging notes with scenes and time code identified in a general way?

A. Yes.

Q57. Do you require written transcripts with time code of just the interviews?

A. No.

Q58. Do you require DVDs with burned in time code of all the raw footage?

A. Yes.

Section: VIDEO PRODUCTION SERVICES

Paragraph 16, Page 33

TEXT 16. Provide summary descriptions of videos;

Q59. For what purpose is the summary description of videos?

A. To identify the content of the video.

Q60. To describe the video on line?

A. Yes, but may be also be used in the creation of other video libraries.

Q61. To be incorporated into the video itself?

A. No.

Section: LIEUTENANT GOVERNOR'S OFFICE ROLE

Paragraph bullet point 4

Page 33

- Identify and approve the lesson plans created by the selected educators;

Q62. The educators, not the vendor, is to create and approve the lesson plans?

- A. As stated, the Lt. Governor's Office will have final approval of the lesson plans. Active lesson plan input may be required from the educators. The vendor may offer creative or filming suggestions or scripts as necessary.

Section: ESTIMATED VIDEO QUANTITIES

Paragraph 1, Page 34

TEXT: It is anticipated that the selected vendor will film approximately ten (10) videos, but final discretion for the number of videos and the content will remain with the Lieutenant Governor's office. There are no quantities guaranteed.

Q63. How many videos did you create with the previous vendor of this contract?

- A. This is a new project. No videos have been created.

ESTIMATED VIDEO DURATION

Each video produced shall run for fifteen to thirty (15 – 30) minutes in length.

Q64. As the videos range from 15-30 minutes each in length, should the vendor estimate an average time of 22-23 minutes for each of the videos?

- A. Videos are expected to run for fifteen to thirty (15 – 30) minutes in length. The length will ultimately be determined by the ability to successfully demonstrate and re-iterate the learning techniques highlighted.

Q65. How long did each of the videos created by the previous vendor run?

- A. See response to Q63

Section: VIDEO PRODUCTION EXPECTATIONS

Paragraph 1, Bullets 2, & 6

Page 35

OMB expects all videos will have professional-grade production features including, but not limited to, the following components where appropriate:

- Narration through an entire scene or sequence;

Q66. Is the educator on camera to act as narrator?

- A. The vendor may utilize the educator as a narrator so long as the educator is agreeable.

Q67. Narrator to act as voice over?

- A. No.

Q68. Same narrator for each video or a different narrator for each video?

- A. The same narrator does not have to be used.

- Screen cues.

Q69. Can you please explain what you mean by screen cues?

- A. Screen cues include a typographic or graphic frames inserted in the video to signal transition within a recorded sequence. Screen cues may not be required and will depend on vendor presentation of the filmed materials.

Section OTHER MANDATORY REQUIREMENTS

Paragraph 2, Page 35

Eligible bidders also agree to the requirements found below:

TEXT: 2. The vendor may be asked to reproduce, use, display, and include copies of OMB's trademarks, trade name, logos, copyrights, and other intellectual property (collectively, the "Marks") on all copies of materials produced for OMB. The vendor acknowledges that the Marks are owned solely and exclusively by OMB, and nothing contained in the resulting contract shall give the vendor any ownership right or interest in such Marks or a right to use the Marks except pursuant to this contract.

Q70. In what format are the trademarks, trade names, logos, etc.?

- A. If any, a JPG or similar.

Q71. Photoshop alpha files?

- A. No.

Q72. Is there any existing video to be incorporated?

- A. No.

Q73. New graphics to be developed?

- A. No.

Q74. Any animation sequences required?

- A. No animation sequences are required.

Q75. If so, can you estimate how many graphics and/or animations and how long each sequence would run?

- A. No animation sequences are required.

Q76. Should we include a cost for music?

- A. Music is not required. However, if vendor is considering adding music, the vendor shall include ALL COSTS in the pricing page.

SECTION II – EVALUATION CRITERIA SCORING

Paragraph 1a. Page 36

1. Video Production Experience (40 points)

a. The applicant must include with their proposal a minimum of two (2) sample videos, provided in a .wmv, .mp4 or other current standard format. Should video samples be provided that are NOT accessible by the evaluation team, the State will reserve the right to request an alternative format.

FAILURE TO PROVIDE SAMPLE VIDEOS WITH THE ORIGINAL BID SUBMISSION RESPONSE MAY RESULT IN A NON-RESPONSIVE DETERMINATION, and FURTHER REMOVE THE VENDOR FROM FURTHER CONSIDERATION.

Q77. Are links to videos on line acceptable for submission or do you require DVDs?

- A. Electronic media is preferred. If a vendor wants to include links to sample production, the State must be able to access free of charge the samples provided. The State should also be able to verify that the production samples are actual product of the submitting vendor.

Section: Video Production Services

Paragraph 13, page 33

TEXT: 13. Create video with technical specifications

Q78. Should a cost for music be included for each video?

- A. As previously stated, music is not a requirement for the video.

Q79. As the videos are created, do you anticipate receiving a first cut and second final cut of the video or will more reviews be necessary?

- A. The State expects more scrutiny for the first video produced and may require additional reviews and input. Subsequent videos should be produced to the same standard and overall format as the first production video.

Q80. Can you describe the edit approval process?

- A. The State does not have a defined edit and approval process in place. The Lt. Governor's Office will serve as the final authorization agent for the videos produced.

Section Video Production Expectations

Paragraph 1, Page 34

TEXT: VIDEO PRODUCTION EXPECTATIONS

OMB expects all videos will have professional-grade production features including,

Q81. Are you requiring a specific type of HD camera?

- A. No.

Q82. How many cameras do you anticipate on the location shoots?

- A. The awarded vendor will determine the necessary equipment and final number of cameras to be used that will create the raw footage necessary to produce the videos identified.

Q83. Do you anticipate use of a dolly or crane?

- A. Please see answer to Q82.

Q84. Is use of a dolly or crane to be left up to the vendor?

- A. Yes, but may also be subject to the filming location identified.

Q85. Do you anticipate use of a teleprompter?

- A. Please see answer to Q82.

Q86. Since it will affect shooting style and number of cameras, are the lessons to be filmed in a documentary style or can they be staged? In other words, do we have a one-time opportunity to film the teacher in action, or can we shoot the lesson again from different angles, set-ups, etc. Similarly, will the reactions of the students be natural or scripted and can they be performed again to obtain a different shot or audio clip?

- A. Filming is to be completed in a documentary style, but the vendor may suggest some staging to improve the capture of the educational technique sought. Filming may require additional shots or vantage points of the educator and students. Scripting the teacher may be a practical suggestion offered by the vendor, but scripting students may not be.

Q87. Is all the shooting for one designated teacher and his/her students to be performed on one day - shooting the lesson, interviews with teacher/students, etc.?

- A. Yes, but there may be a case where that doesn't work and another day may be necessary.

Q88. What are the typical class sizes (student/teacher ratio) for the classes to be filmed?

- A. Class size varies from a few students to 25.

Q89. What are the range of ages/grades to be filmed? Primary, middle school, high school, etc? The RFP states "various grades and subjects."

- A. Various ages and grades. No specific focus has been defined.

Q90. Are the classes to be filmed inclusion classes - meaning special needs students placed in a mainstream classroom, or special needs classes?

- A. Both.

Q91. Will the lead teacher be the sole instructor, or are there in-class aids/assistants or special education teachers assigned to the students in a team-teaching environment?

- A. It is anticipated that the lead teacher will be the focal point for instruction, but it is possible that they educator may have additional assistance in the classroom to train and guide as necessary.

Q92. Is the intended viewer of the video to be regular education/lead teachers, or special education teachers?

- A. Videos are intended to assist all educators.

Q93. Will it be required that the vendor provide a teacher handout (PDF) to accompany the lessons for professional development purposes?

- A. No. The technique and not the individual lesson plan is the focal point of the videos to be produced.

Q94. It is understood that there will be a total of (10) 15-20 minute videos. Will all of the video assignments be known after the award of contract?

- A. It is not anticipated that all video assignments will be known at the time of award.

Q95. Will it be possible to film multiple lessons in one day of filming?

- A. After the first video is produced and a standard created, it may be possible that more than one lesson may be filmed in one day. Since different educators, students, location and techniques will be filmed, it may be unlikely.

Q96. Or all of the lessons within the same week?

- A. It is unlikely that all can be coordinated in the same week.

Q97. Does the OMB have an anticipated date for final delivery of all videos?

- A. No.

Q98. Will these videos qualify for CDU (continuing education) credits?

- A. Undecided.

Q99. Does the OMB have a distribution strategy in place in regards to how the video library be shared with educators across the state of Delaware? Will they be accessed via the web only or will a DVD library be sent directly to targeted schools?

- A. At its conception, the OMB distribution strategy is to share the videos produced via electronic means or websites. DVD media will not be sent to targeted schools unless it is sufficiently demonstrated to make fiscal sense.

Q100. Has the OMB utilized the services of a video production company prior to this RFP for this same purpose?

- A. No.

Q101. Does a library of videos of a similar nature currently exist? If so, can you provide a link to these videos?

A. No.

Q102. If desired, a variety of cinematic production techniques can be implemented for these videos, and additional post-production techniques (for example, motion graphics) could also be proposed. Does the OMB have a budget in mind for this project?

A. OMB does have a budget in mind. Vendors shall present their best value offering for the scope of work provided without the utilization of significant cinematic production techniques.

All other terms and conditions remain the same.



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